

# **Plaintiffs' Exhibit 74**

## **(Redacted)**

# Local Market Strategy

Order 15: Media Planning and Buying  
Integrated Communications Contract

July 23, 2019

TeamY&R | United States<sup>®</sup>  
Census  
2020

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## Our Objective Today

The contractor shall develop and deliver the 2020 ICC Paid Media Plan based on the approved Media Strategy. The plan shall establish the most efficient media approach to reach the Diverse Mass audience, which is designed to reach and motivate everyone who consumes English language media regardless of race or ethnicity, or those self-identifying as multi-racial. In addition, the plan shall include suggestions for the most efficient media to reach audiences that consume messaging in the non-English languages that align with those supported by the internet self-response (ISR) instrument and Census Questionnaire Assistance (CQA). The plan shall include proposed media buys for each campaign phase: Awareness, Motivation, Reminder, and Thank You for each Audience Plan.

**Prioritized market list for each Audience Plan and market investment allocation recommendations by market and by media type, based on research and available market data.**



# Background



## 2020 Census Paid Media Campaign Objectives

### Objective:

Motivate all people living in the United States to self-respond to the 2020 Census in the mode they prefer

### Goals:

1. Raise and keep awareness high around the 2020 Census to encourage strong response rates
2. Engage, educate, and motivate people to self-respond

## 2020 Census Paid Media Campaign Phases\*

### 1 Phase 1: Awareness

*January 14<sup>th</sup> through March 12<sup>th</sup> 2020\*\**

Bring attention that the 2020 Census is approaching and educate

Keep the 2020 Census top of mind

### 2 Phase 2: Motivation

*March 13<sup>th</sup> through May 12<sup>th</sup> 2020*

Drive participation and action to encourage 2020 Census survey completes

### 3 Phase 3: Reminder

*May 13<sup>th</sup> through July 31<sup>st</sup> 2020*

Remind people of the deadlines to drive non-responder survey completes

Inform people of enumerators for cooperation prior to the deadline

### 4 Phase 4: Thank You

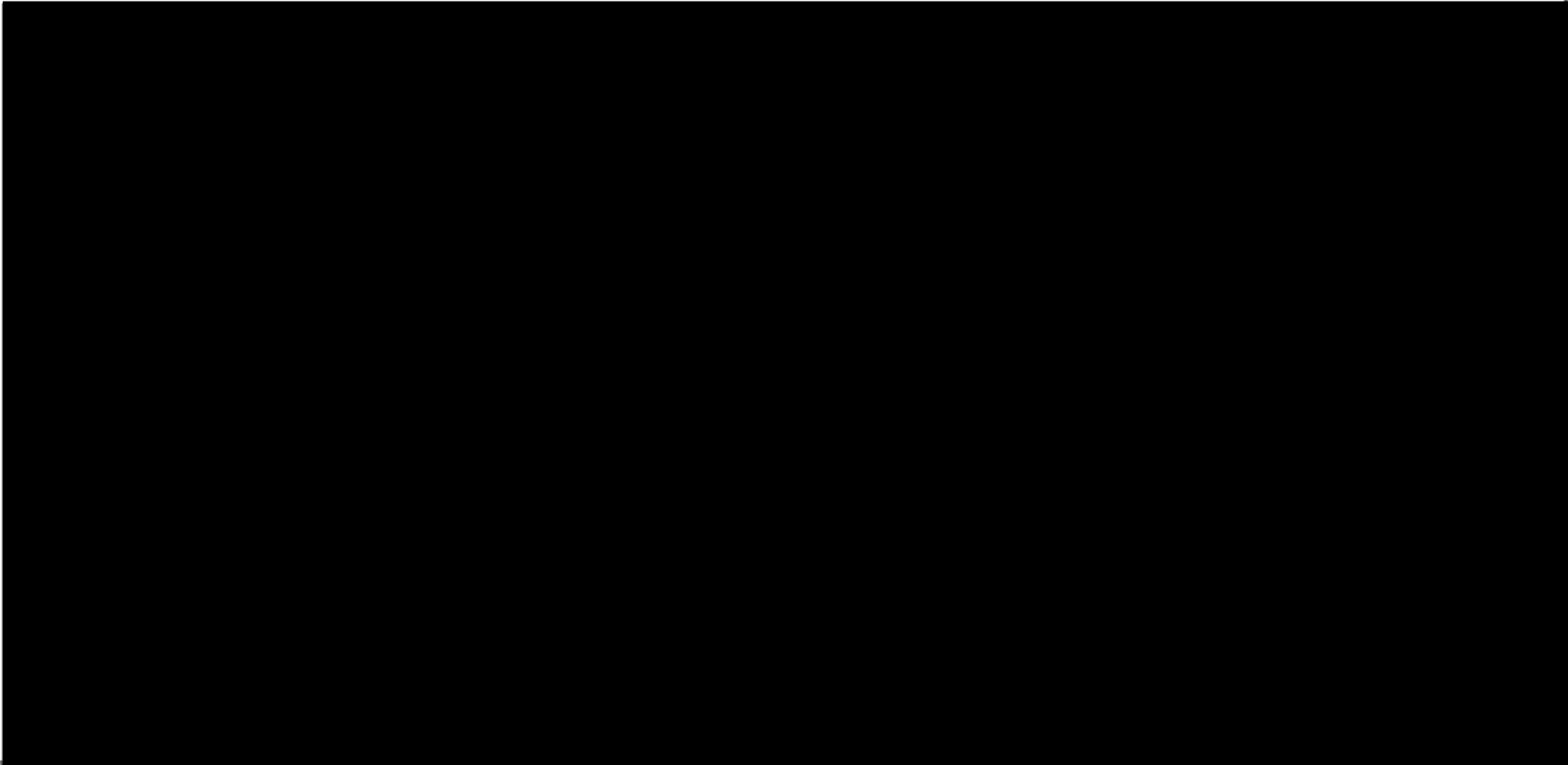
*September 2020*

Inform the public that the 2020 Census is now complete and educate where information can be found

*\*Timing for each phase may be subject to change*

*\*\*Alaska (remote campaigns) to launch Phase 1 in January 1<sup>st</sup>, 2020 due to early enumeration*

## 2020 Census Paid Media Plan Flighting

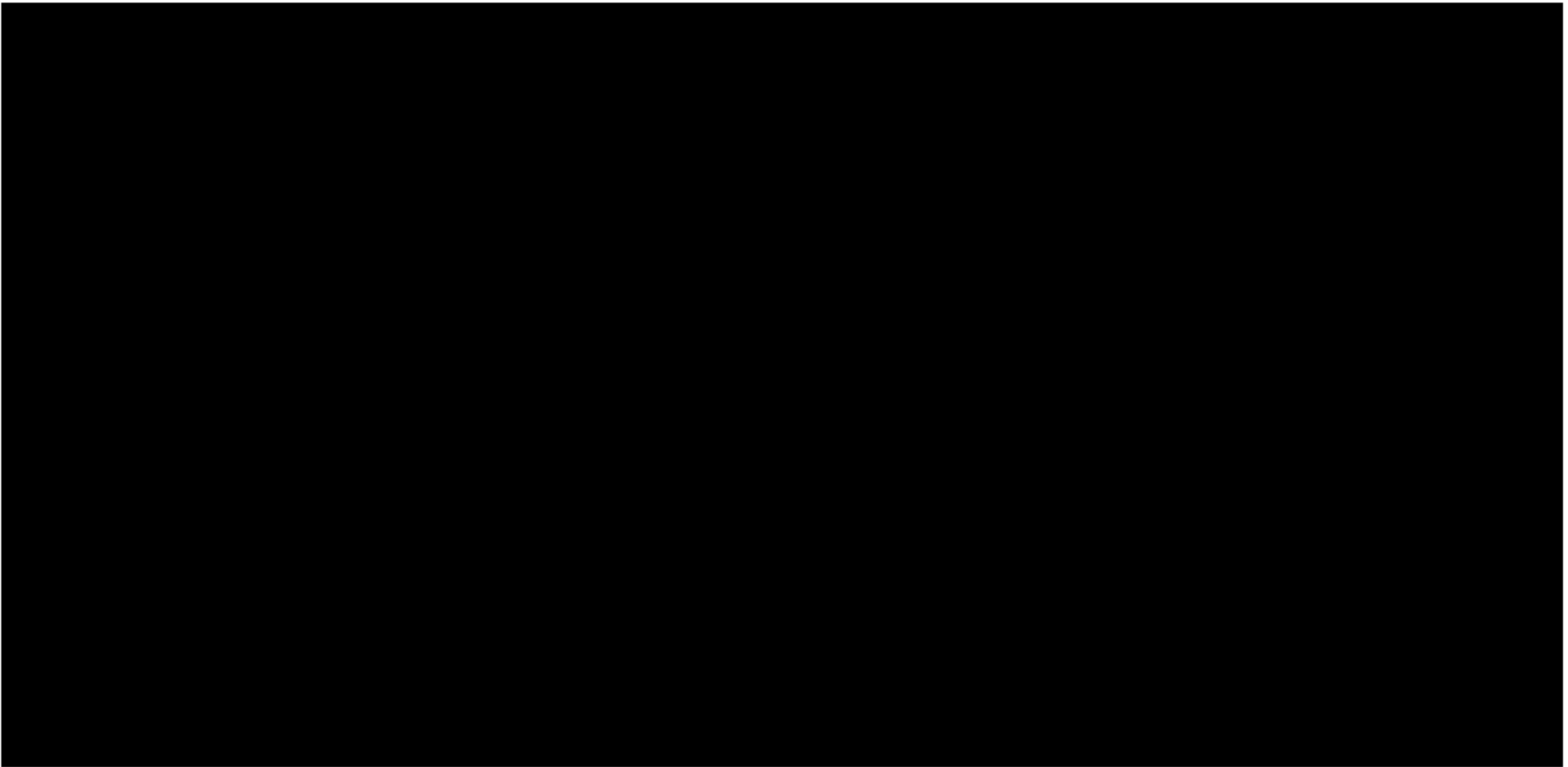




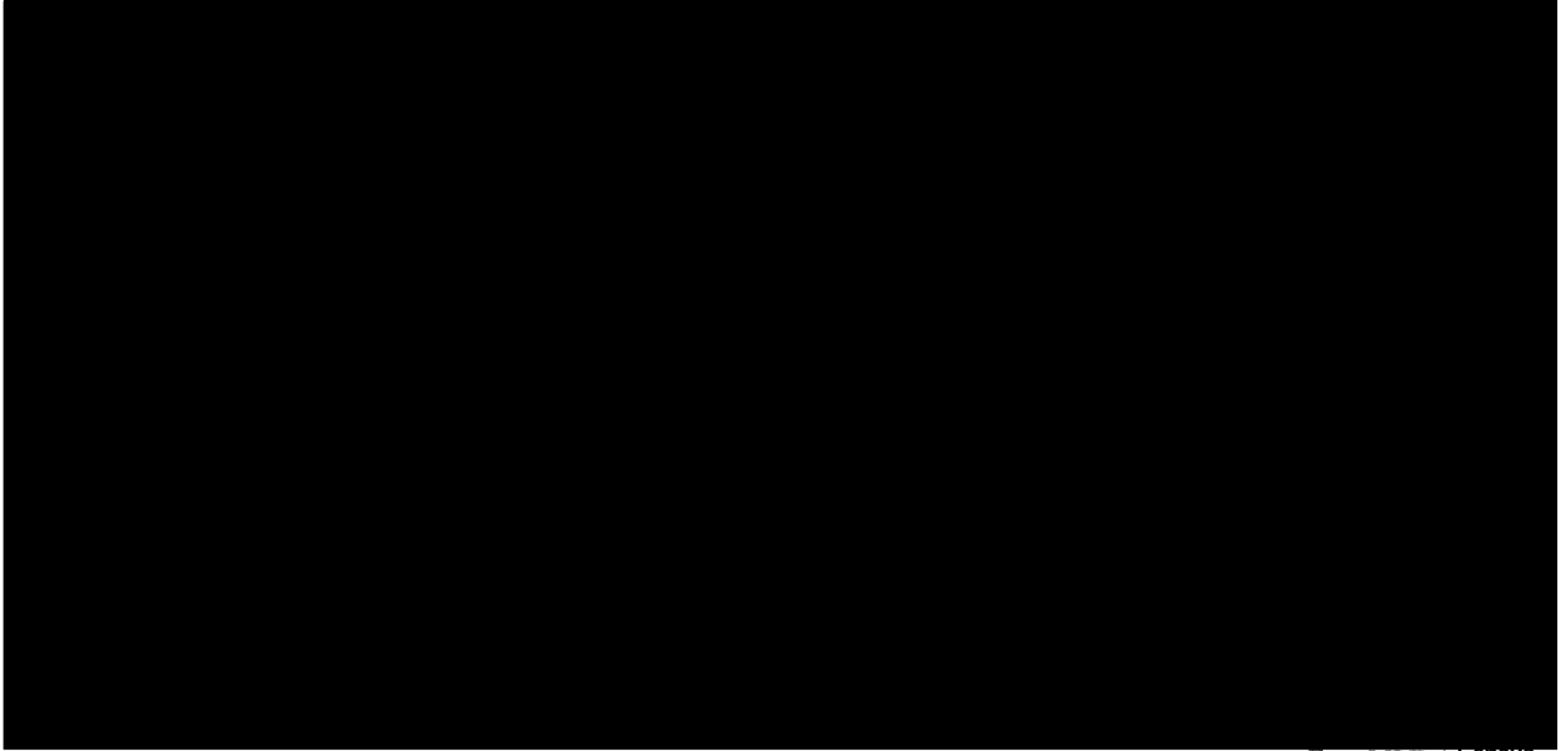
## 2020 Census Paid Media Target Audiences

Audience Group	Audience	Language
Diverse Mass	Diverse Mass	English
AIAN	American Indian	English
	Alaska Native	English
Asian American	Chinese	Mandarin
	Chinese	Cantonese
	Korean	Korean
	Japanese	Japanese
	Vietnamese	Vietnamese
	Filipino	Tagalog
Black	African American	English
	Afro-Caribbean	English
		Haitian Creole
	Sub-Saharan African	French
Latino	Mainland Hispanic	Spanish
	Puerto Rico Residents	Spanish
NHPI	Hawaii Island Residents	English
	Continental Residents	English
Legacy/Emerging	Brazilian	Portuguese
	Russian	Russian
	Polish	Polish
	Middle Eastern/North African	Arabic

## 2020 Census Paid Media Budget by Audience



## 2020 Census Paid Media “Color Chart”



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## 2010 to 2020 Media Inflation & Deflation Analysis

### 2010 to 2020 Inflation Based on 2010 Media Mix 10-Year Change: +43.7%

	2010	2020
Television	\$81,500,000.00	\$128,444,078.33
Newspaper	\$26,000,000.00	\$36,130,434.86
Radio	\$24,800,000.00	\$29,503,210.06
Digital	\$13,800,000.00	\$16,324,995.24
OOH	\$11,100,000.00	\$15,430,168.36
Magazine	\$4,600,000.00	\$6,032,263.44
Events	\$2,900,000.00	\$4,570,402.79
Other	\$1,400,000.00	\$2,206,401.35
Cinema	\$900,000.00	\$1,418,400.87
Direct Mail		\$0.00
<b>Total</b>	<b>\$167,000,000.00</b>	<b>\$240,060,355.30</b>

Reflects what it would cost to purchase the same amount and mix of media in 2020, as was purchased for the 2010 Census, based on inflation by media type

### 2020 to 2010 Deflation Based on 2020 Media Mix 10-Year Change: -27.8%

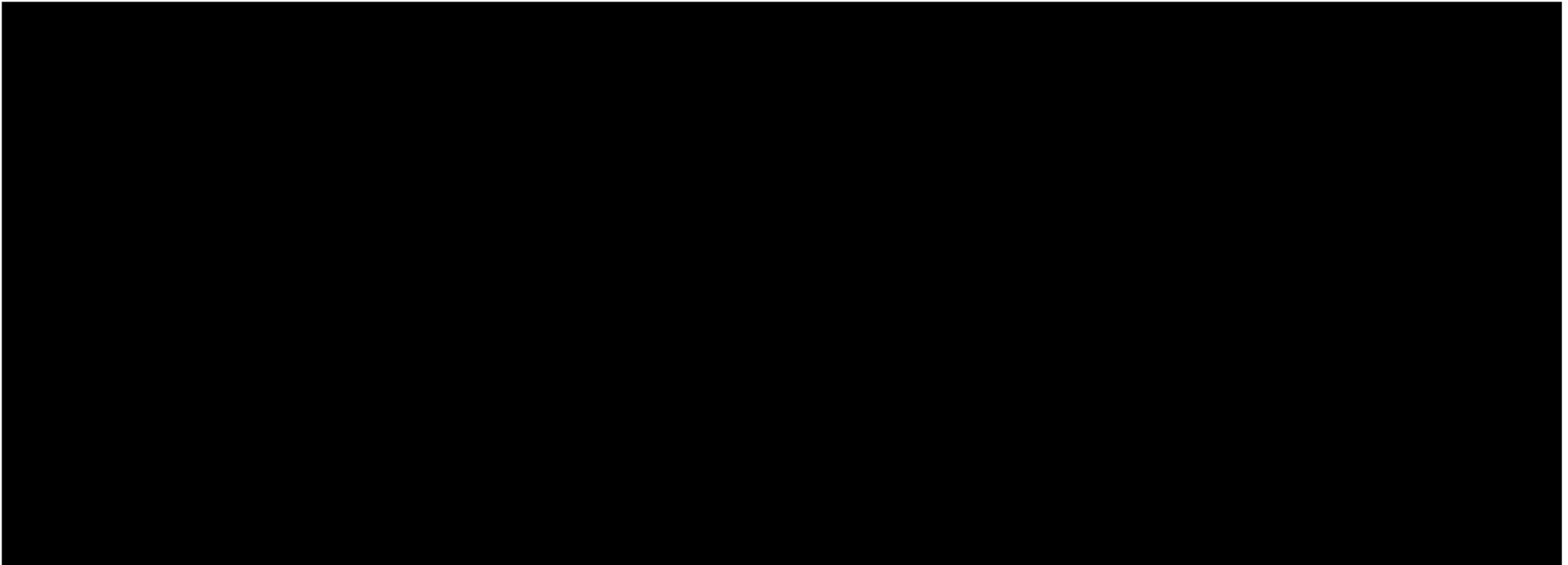
	2020	2010
Television	\$88,032,325.60	\$54,341,353.02
Newspaper	\$18,002,784.04	\$12,797,541.34
Radio	\$26,227,205.22	\$21,940,868.58
Digital	\$52,328,737.11	\$44,095,782.03
OOH	\$9,955,137.40	\$7,079,470.13
Magazine	\$4,235,940.56	\$3,204,354.68
Events	\$1,000,000.00	\$617,277.96
Other	\$0.00	\$0.00
Cinema	\$0.00	\$0.00
Direct Mail	\$217,870.07	\$153,795.55
<b>Total</b>	<b>\$200,000,000.00</b>	<b>\$144,230,443.29</b>

Reflects what it would have cost to purchase the same amount and mix of media in 2010, as is planned for the 2020 Census, based on deflation by media type  
Does not include \$10MM Contingency Budget in 2020

Source: 4A's Media Inflation Report, 2016 (REVISED) & 2H 2017/1H 2018

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## 2020 Census Paid Media Plan v1.0 (Approved)





# Local Market Approach